Ipsos Reid

# Islands Trust

## Public Attitudes Towards BC's Gulf Islands

December 2004

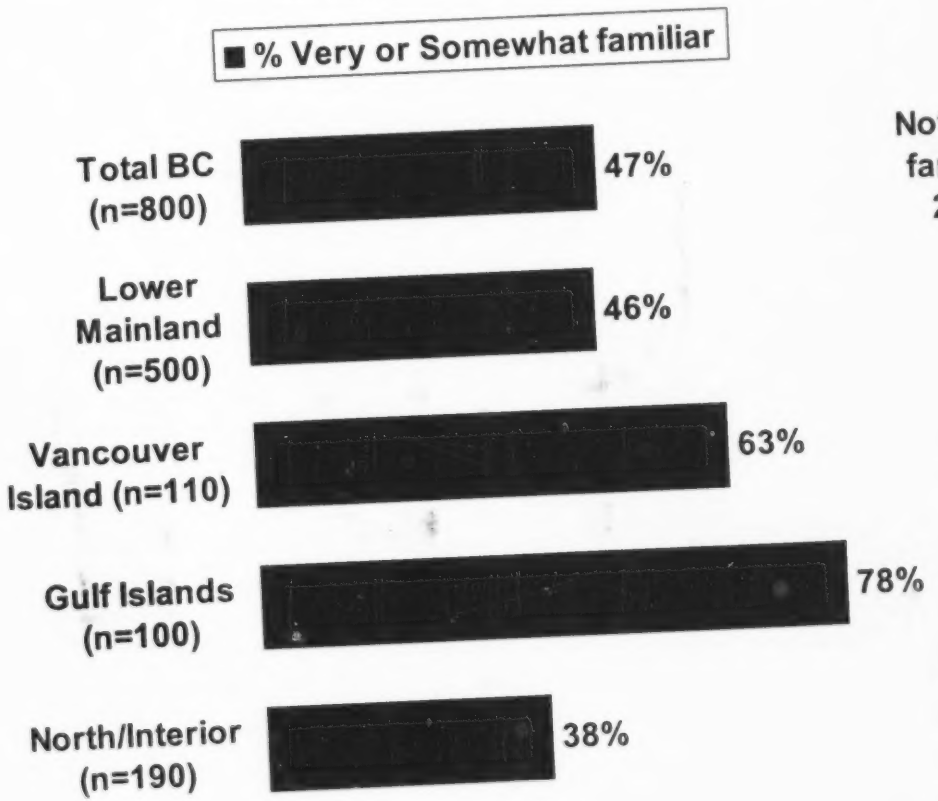
# Methodology

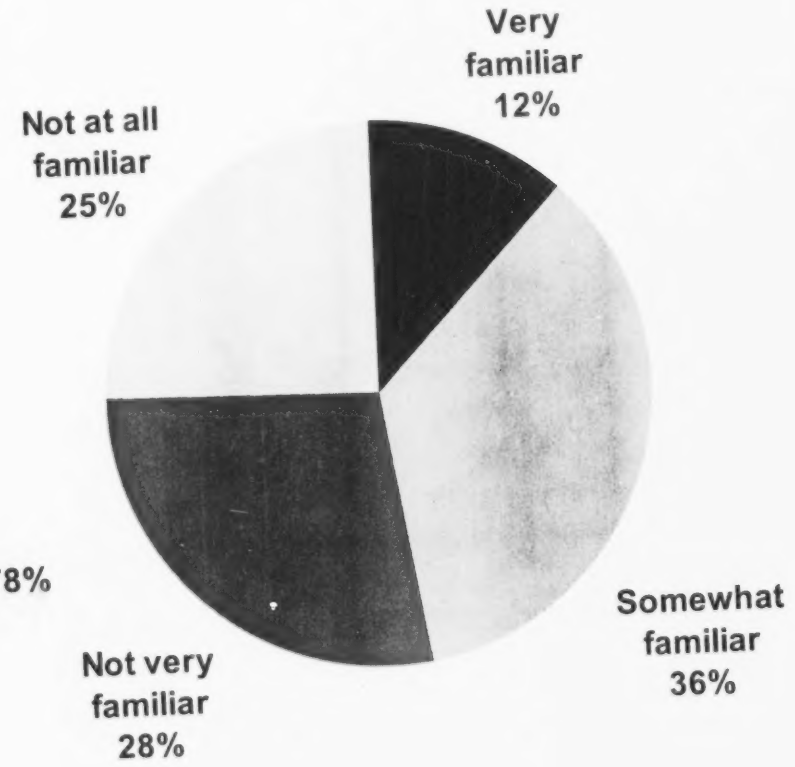
105-06031/

- A series of questions added to the *BC Reid Express* provincial omnibus survey for December, 2004.
- Fieldwork conducted December 7 to 14, 2004 by telephone.
- Survey results weighted to 2001 census data by age and gender within region.
- RDD dialling, random selection of respondents at the household level.
- Margin of error ±3.5%, 19 times out of 20 on the total sample (n=800). Larger margins of error apply within sub-samples.

# Familiarity with the Gulf Islands

*I now have a few questions about British Columbia's Gulf Islands. The Gulf Islands include the islands between Vancouver Island and the mainland. Overall, how familiar would you say you are with BC's Gulf Islands?*

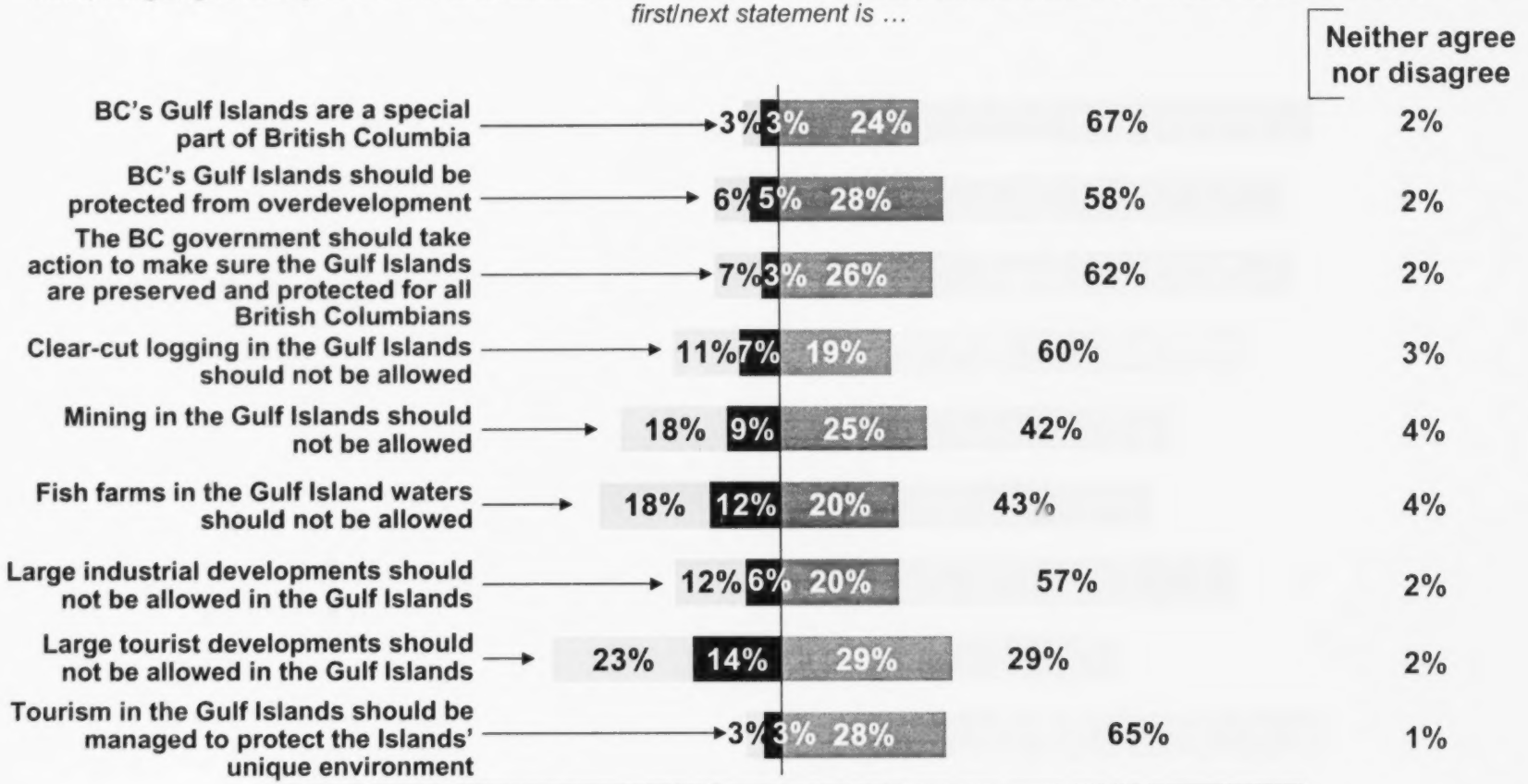



Base = All Respondents (n=800)

# Attitudes towards BC's Gulf Islands

*Next, I'm going to read you a series of statements. For each statement, please tell me whether you would agree or disagree. The first/next statement is …*


Neither agree nor disagree
BC's Gulf Islands are a special part of British Columbia
3% 3% 24% 67% 2%
BC's Gulf Islands should be protected from overdevelopment
6% 5% 28% 58% 2%
The BC government should take action to make sure the Gulf Islands are preserved and protected for all British Columbians
7% 3% 26% 62% 2%
Clear-cut logging in the Gulf Islands should not be allowed
11% 7% 19% 60% 3%
Mining in the Gulf Islands should not be allowed
18% 9% 25% 42% 4%
Fish farms in the Gulf Island waters should not be allowed
18% 12% 20% 43% 4%
Large industrial developments should not be allowed in the Gulf Islands
12% 6% 20% 57% 2%
Large tourist developments should not be allowed in the Gulf Islands
23% 14% 29% 29% 2%
Tourism in the Gulf Islands should be managed to protect the Islands' unique environment
3% 3% 28% 65% 1%
Strongly disagree
Somewhat disagree
Somewhat agree
Strongly agree

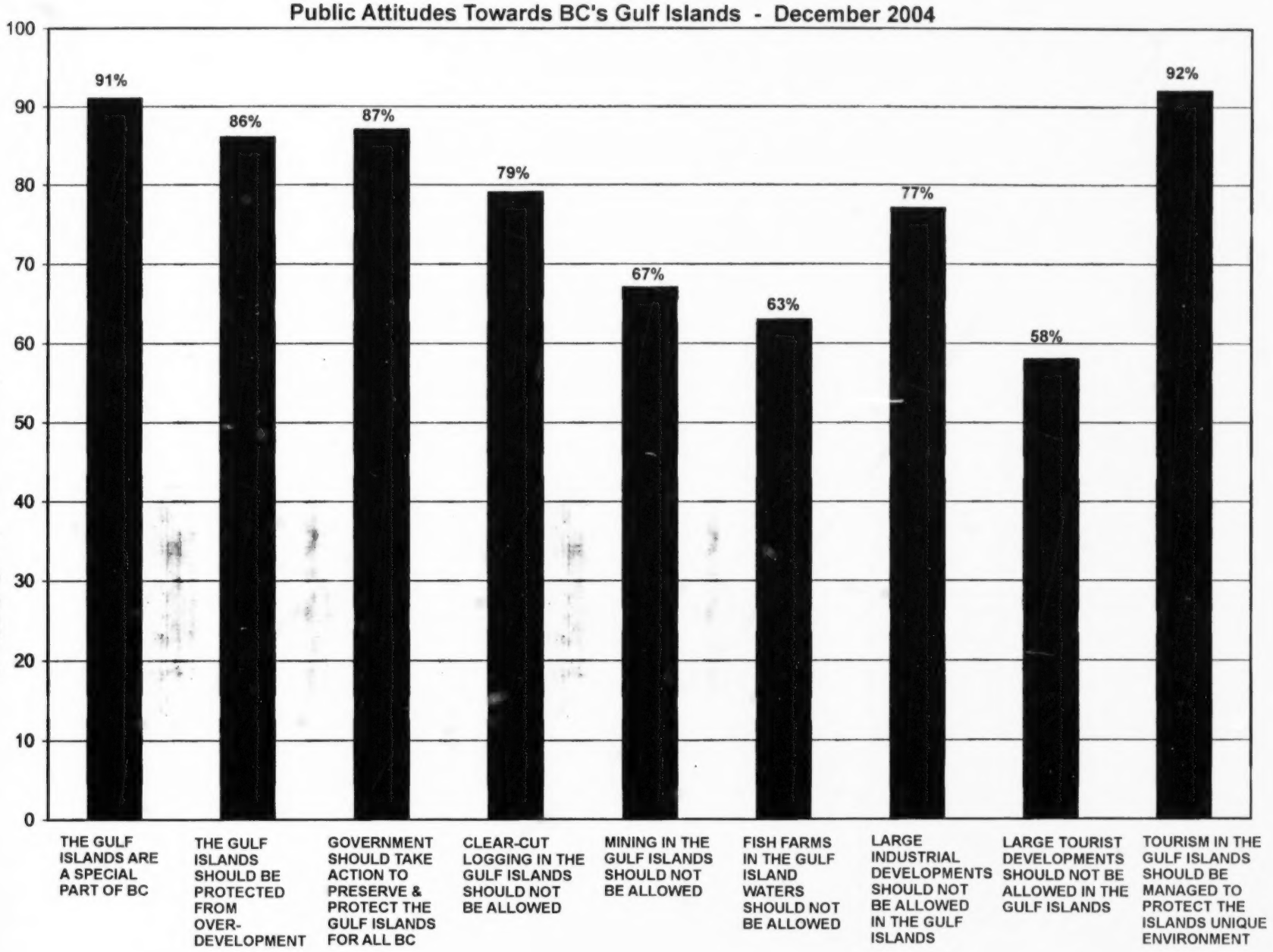
Base = All Respondents (n=800)

# Attitudes towards Gulf Islands by Region
## - % who agree with statements -

*Next, I'm going to read you a series of statements. For each statement, please tell me whether you would agree or disagree. The first/next statement is …*

| | Total (n=800) % | Region: Lower Mainland (n=500) % | Region: Island (n=110) % | Region: Gulf Islands (n=100) % | Region: Interior (n=190) % |
|---|---|---|---|---|---|
| BC's Gulf Islands are a special part of British Columbia | 91 | 93 | **94** | 92 | 86 |
| BC's Gulf Islands should be protected from overdevelopment | 86 | 86 | **89** | 86 | 84 |
| The BC Government should take action to make sure the Gulf Islands are preserved and protected for all British Columbians | 87 | **90** | 82 | 86 | 85 |
| Clear-cut logging in the Gulf Islands should not be allowed | 79 | 80 | **85** | 74 | 72 |
| Mining in the Gulf Islands should not be allowed | 67 | 67 | **76** | **76** | 60 |
| Fish farms in the Gulf Island waters should not be allowed | 63 | 64 | 59 | **78** | 62 |
| Large industrial developments should not be allowed in the Gulf Islands | 77 | 78 | 82 | **83** | 71 |
| Large tourist developments should not be allowed in the Gulf Islands | 58 | 59 | 61 | **70** | 52 |
| Tourism in the Gulf Islands should be managed to protect the Islands' unique environment | 92 | **93** | 91 | 89 | 91 |

**Base = All Respondents (n=800)**


Public Attitudes Towards BC's Gulf Islands - December 2004
100
90
80
70
60
50
40
30
20
10
0
91%
86%
87%
79%
67%
63%
77%
58%
92%
THE GULF ISLANDS ARE A SPECIAL PART OF BC
THE GULF ISLANDS SHOULD BE PROTECTED FROM OVER-DEVELOPMENT
GOVERNMENT SHOULD TAKE ACTION TO PRESERVE & PROTECT THE GULF ISLANDS FOR ALL BC
CLEAR-CUT LOGGING IN THE GULF ISLANDS SHOULD NOT BE ALLOWED
MINING IN THE GULF ISLANDS SHOULD NOT BE ALLOWED
FISH FARMS IN THE GULF ISLAND WATERS SHOULD NOT BE ALLOWED
LARGE INDUSTRIAL DEVELOPMENTS SHOULD NOT BE ALLOWED IN THE GULF ISLANDS
LARGE TOURIST DEVELOPMENTS SHOULD NOT BE ALLOWED IN THE GULF ISLANDS
TOURISM IN THE GULF ISLANDS SHOULD BE MANAGED TO PROTECT THE ISLANDS UNIQUE ENVIRONMENT